

The fastest-growing major brand belongs to the fastest-growing family

Marlboro sales were up 18% in 1972. That's more than half a billion packs, nearly twice as many as the rest of the industry combined.

Also, Benson & Hedges was up 12.6%, Virginia Slims 12.4%, Parliament 4.5%, to contribute to Philip Morris' overall 13.7% increase.

Load your machines for profit with multiple columns of these fast-growing brands.



Don't be caught short on Philip Morris brands. Your customers won't like it, and neither will you.

Philip Morris USA

SOURCE: The Maxwell Report, Oct. 30, 1972. Courtesy of the Maxwell Div. of World First Securities, Inc.

